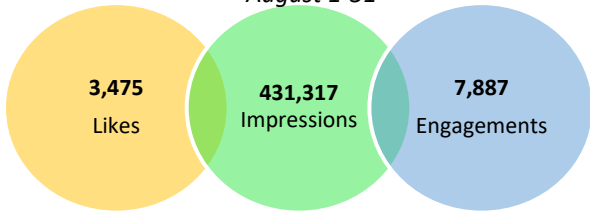


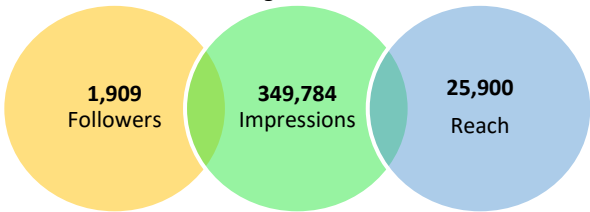
# Balmoral Digital Report

August 2020

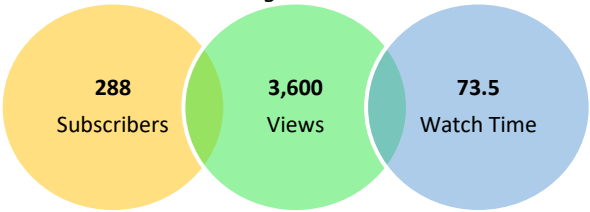
## Facebook August 1-31



## Instagram August 1-31



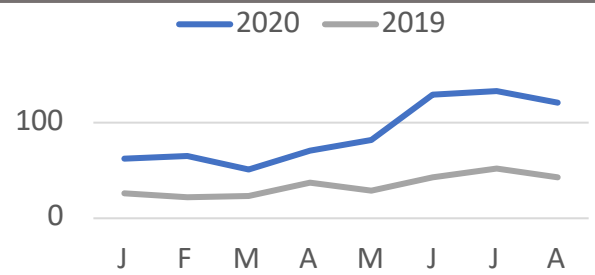
## YouTube August 1 - 31



## Gross Sales

121 – Aug. 2020

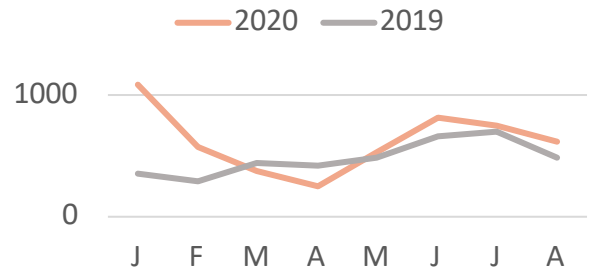
42 – Aug. 2019



## Builder Traffic

627 – Aug. 2020

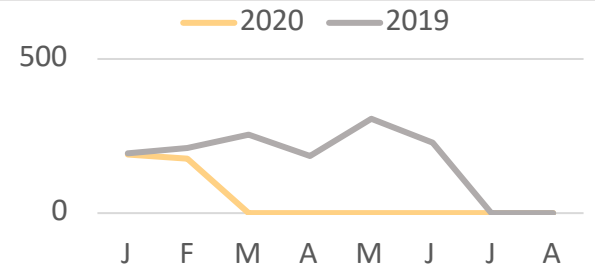
476 – Aug. 2019



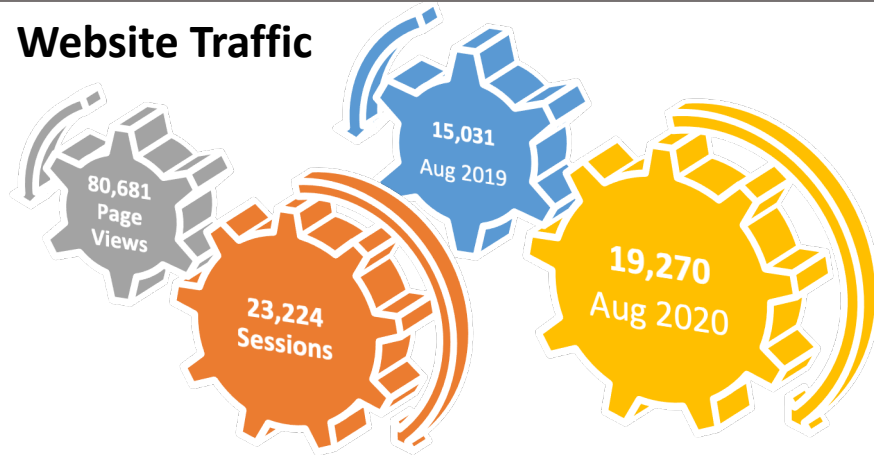
## Info Center Traffic

Not recorded

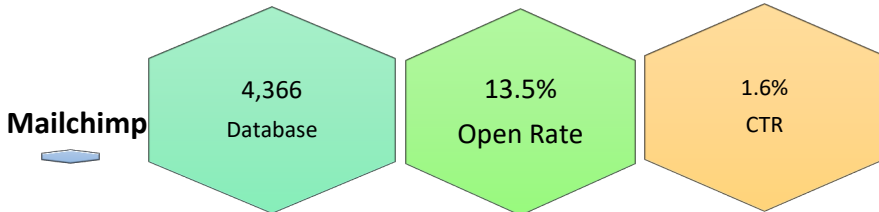
Not Recorded



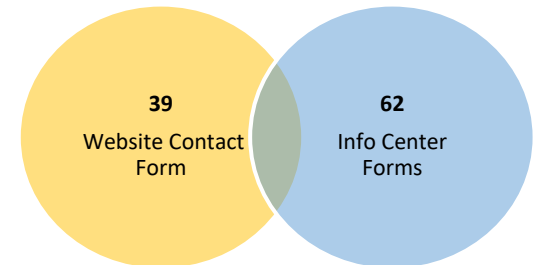
## Website Traffic



## Eblasts



## Inquiries added to Databases



## Fun Facts:

- Gross Sales had increase of 288% compared to August 2019
- Web Traffic increased by 128% compared to August 2019
- In August alone, there were 16,458 New Users on the website
- 1,241 Web Users came from social platforms
- Facebook had an increase of 22% in post link clicks
- Facebook fans increased by 2.78%
- Instagram followers increased by 10%
- Instagram Impressions increased by 102%